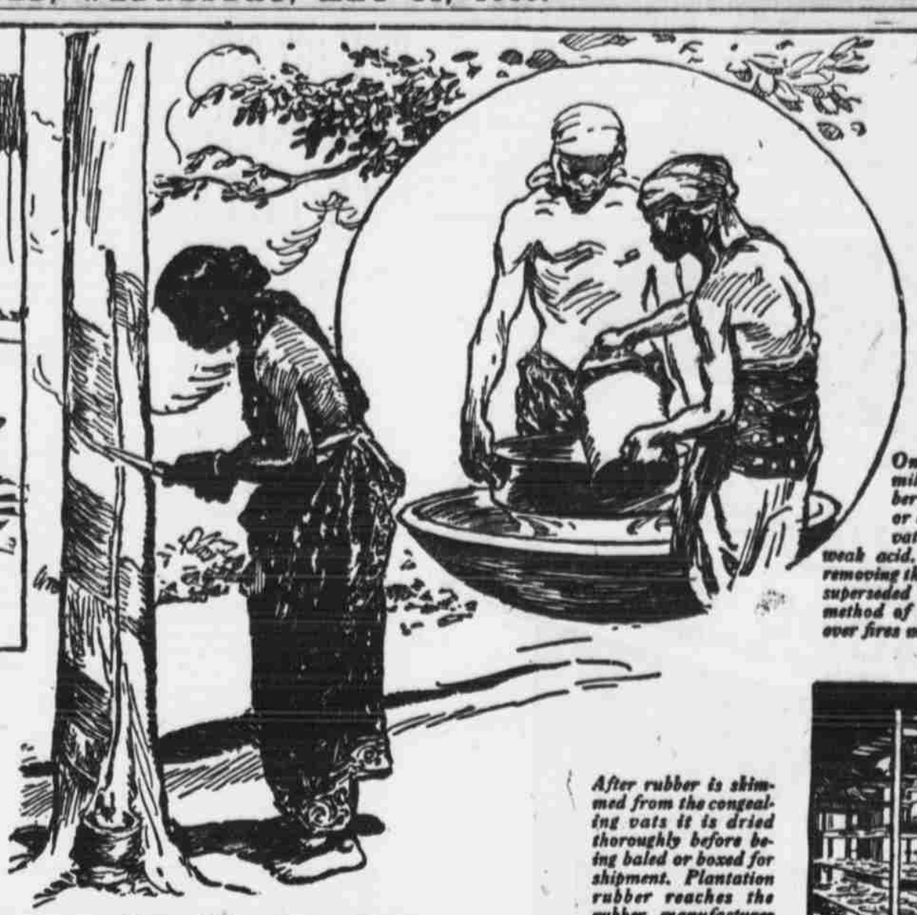
Native workers setting out rubber tree seeds in a plantation "nursery". When the rubber trees reach a height of four or five feet they are transplanted to permanent fields where they mature in about six years.



On plantations the milky juice of the rubber tree is coagulated, or congealed, in large vats by means of a weak acid. This process of removing the water has largely superseded the more primitive method of smoking the fluid over fires made of palm nuts.

Many methods of tapping rubber trees are employed by different growers. Probably the most scientific is the herringbone method used by this native girl to extract the milky juice from the tree.

After rubber is skimmed from the congealing vats it is dried thoroughly before being baled or boxed for shipment. Plantation rubber reaches the rubber manufacturer practically pure.

Many people believe that rubber heels are made by pouring liquid rubber into moulds. This is not the case. The heels are stamped out of rubber dough or "compound" in the exact size to fit the moulds. Then they are put into the moulds and baked under pressure.

Rubber for your heels
is mixed and baked like bread

The SPRINGINESS *and* DURABILITY *of a rubber heel depend on the* DOUGH, *or* "COMPOUND"

JUST as good flour is necessary to make good bread, so only good quality rubber will make good heels.

But good bread depends upon more than good flour—it depends on the dough, or the mixture of flour with other ingredients. It is the same with rubber heels.

Rubber itself is an elastic, resilient substance derived from the milky juice of certain tropical trees. In its crude state it is not at all suited to practical use. Heat and light are its natural enemies. It becomes soft and tacky in hot weather and stiff and brittle in cold. Only by mixing it with other ingredients, and then "curing" or baking it under pressure can rubber be made really useful.

Why "compounds" differ

The mixing or "compounding" process is not the same, however, for all articles made of rubber. Each of the 30,000 different rubber products in use today must have individual characteristics to meet the use for which it is intended. One must be hard as in pipe-stems and combs, another soft and spongy as in pencil erasers. One must endure steady pressure, another continuous pounding. Still others must withstand the grind of abrasion.

The final character of any rubber article depends upon its "compound". In perfecting the "compound" the rubber chemist works backward. He first determines the use to which the article will be put, and the work it will have to do. Then he chooses from among a hundred varieties of rubber and thousands of compounding ingredients until, by experiment, he has established the correct "compound" for the required use.

Why O'Sullivan's Heels have so much "life"

O'Sullivan's Heels—now universally recognized as a practical necessity of city living conditions—put an exacting demand upon the "compound". O'Sullivan's Heels must have both *resiliency* and *durability*—the springiness to endure continuous pounding, and the toughness to withstand daily grinding on hard pavements.

To secure the resiliency and durability of O'Sullivan's Heels the highest grades of rubber are combined, by a special process, with the best toughening agents known. The "compound" is next rolled into long strips and the heels stamped out just as biscuits are cut. Then the heels are placed in moulds and baked in vulcanizing presses the exact length of time to effect the "cure".

It is this special process of mixing and baking that has, since the making of the first rubber heel, established O'Sullivan's Heels as the standard of rubber heel quality.

Guaranteed to outlast any other heels

O'Sullivan's Heels are guaranteed to wear *twice as long* as ordinary rubber heels; and will outlast *three pairs* of leather heels.

Go to your shoe repairer today and have O'Sullivan's Heels put on your shoes.

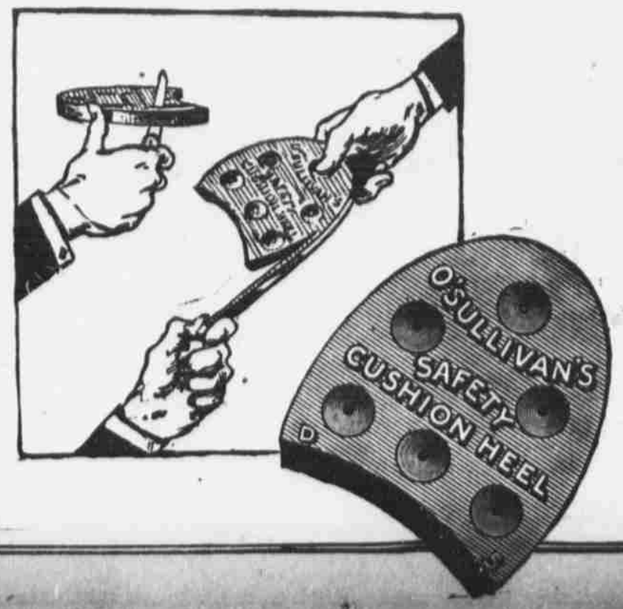
O'Sullivan's Heels are furnished in black, white or tan; for men, women and children. Specify O'Sullivan's Heels, and be sure that you get O'Sullivan's—avoid the disappointment of substitutes.

Rubber is not always resilient. Any man who has ever broken a pipe stem knows just how hard and brittle rubber can be.

As prepared for the pencil eraser, rubber is soft and crumbly. Its resiliency is slight and it wears away rapidly.

The difference between ordinary rubber heels and O'Sullivan's Heels

If an O'Sullivan Heel is cut along the side, as shown at the right, so that a thin strip of rubber is left attached at one end, that strip will have great elasticity—it can be stretched several inches. With an ordinary rubber heel the material snaps in two before it has stretched to any great degree. This test proves the remarkable resiliency and durability of O'Sullivan's Heels.



O'Sullivan's Heels

Absorb the shocks that tire you out